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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In re Patent Application of:  
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: Thu V. Huynh

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For: Internet Advertising System

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**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**  
**MAILED MAY 19, 2006**

VIA FACSIMILE (571) 273-8300  
**ATTN. Art Unit: 2178**

MS RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is an amendment and response to the final Office Action mailed May 19, 2006 in the above-identified application. In view of the amendment and remarks being submitted, reconsideration and allowance of the pending claim is respectfully requested.

Amendment to the Title on page 2

Amendment to the Claims begins on page 3

Amendment to the Abstract begins on page 4

Remarks begin on page 5